



2025 SPRING MEMBERSHIP DRIVE MESSAGING KIT

ALL HANDS

Saturday, March 8, 10:30 a.m.-12:30 p.m.
See you in-person at Fogartyville!

SPRING MEMBERSHIP DRIVE

Wednesday, April 2 - Tuesday, April 8

THEME: STRONGER TOGETHER, LOUDER THAN EVER!

Goals

\$60,000 total

\$500 individual program (amount your individual program needs to raise)

75 total new Evergreen (sustaining) memberships (drive will emphasize Evergreen)

In this kit you will find:

- Key dates
- Description of this drive's theme
- Focus of the Drive
- Inspiring (new) facts about WSLR+Fogartyville – for bragging to your community!
- 4 announcements to utilize starting three weeks before the membership drive
- 12 announcements to utilize during the membership drive
- Wording for emails and texts to send to your listeners/family/friends.

Key Dates

- **March 8 – All Hands Meeting and Spring Membership Drive Training** at Fogartyville
- **March 12 - April 1 – Promote** the upcoming membership drive during your program
- **April 2-April 8 – 2025 Spring Membership Drive:** Stronger Together, Louder Than Ever!

Theme

Stronger Together, Louder Than Ever!

What do we mean when we say, “**stronger together, louder than ever!**”?

WSLR+Fogartyville offers grassroots engagement, connection, and true community for all, including those who may feel isolated in an evolving social, economic, and political climate. You can find your people here, a welcoming space for a variety of voices, honest dialogue, and creativity. There is strength in our diversity. **Stronger together!** And while some organizations and media outlets are going *radio silent* aka self censoring, we are expanding our programming in support of our mission to amplify the voices of our diverse community, and promote peace, sustainability, democracy, and economic and social justice. **Louder than ever!**

*Note: Think about what “**Stronger Together, Louder Than Ever!**” means to you, and share that with your listeners, family, and friends when you ask them to support WSLR+Fogartyville during the Spring Membership Drive!*

INSPIRING & FUN (NEW) FACTS ABOUT WSLR+FOGARTYVILLE

New Programming

WSLR launched **four new locally produced programs** (so far) in 2025: *Just Fusion* (alternating Fridays at 2 p.m.), *The Joy of Jazz* (alternating Fridays at 2 p.m.), *Trans-Sis-Her Radio* (alternating Saturdays at 5 p.m.) and *The Best of Us: Being Human in Sarasota* (first Sunday of the month).

Radio Camp

We are building on last year's one-day radio camp, which took place during Remake Learning Days, to **three weeks of radio camp** for middle and high school students this summer!

Fogartyville season!

Fogartyville is having a record-setting season – presenting **more than 100 concerts!** – up from 71 last year!

ANNOUNCEMENTS TO UTILIZE **BEFORE** THE MEMBERSHIP DRIVE (MARCH 12-APRIL 1)

Empower your community to get ready to give with **pre-membership drive announcements!**

Pre-Drive Announcement No. 1

Join WSLR and Fogartyville for our **Spring Membership Drive happening Wednesday, April 2nd through Tuesday, April 8th**. Help us continue to bring you independent, non-commercial music and public affairs programming produced by community volunteers right here at 96.5 on your FM dial and streaming live at WSLR dot org. We are **stronger together** with the support of our Evergreen sustaining members, who donate a little bit each month. As an Evergreen member, you'll get early notice of the hottest Fogartyville shows, a discount at the Fogartyville bar, and a special sticker to show your commitment to WSLR and Fogartyville's sustainability. **Visit [wslr dot org](http://wslr.org) to become an Evergreen member today! WSLR and Fogartyville: stronger together, louder than ever!**

Pre-Drive Announcement No. 2

WSLR is a unique kind of radio. Each time you tune in to WSLR you hear our community—our people, environment, music, and attitude. When you tune in, there is a freshness you'll not hear elsewhere thanks to the variety of voices and connections the station has with the community. The non-commercial nature of WSLR gives us independence uncommon in media controlled by commercial or corporate interests.

Help independent media be louder than ever by making a donation during our Spring Membership Drive, which takes place Wednesday, April 2nd through Tuesday, April 8th. Donate online at [WSLR dot org](http://wslr.org) or call us at 941-894-6469. WSLR and Fogartyville: stronger together, louder than ever!

Pre-Drive Announcement No. 3

It's almost time for our Spring Membership Drive at WSLR+Fogartyville. Become a member and you'll receive a WSLR Bumper Sticker, discounts to great events at Fogartyville, and the satisfaction of knowing you're contributing to keep this great community resource strong and thriving. You can sign up for membership at WSLR dot org, call the office at 941-894-6469, or come on by the station to drop off a check and say hello. WSLR and Fogartyville: stronger together, louder than ever!


Pre-Drive

WSLR is real community radio – commercial-free, independent radio

Announcement

No. 4

programmed by volunteers. WSLR provides musical diversity and local issue-oriented programs. WSLR serves the needs of the Sarasota community and provides real democracy in public media by making it accessible to everyone. Your support makes it all possible, so please make a donation during our Spring Membership Drive taking place from Tuesday, April 2nd through Wednesday, April 8th. Donate at [WSLR dot org](http://WSLR.org) or call the office at 941-894-6469. WSLR+Fogartyville: stronger together, louder than ever!



ANNOUNCEMENTS DURING THE MEMBERSHIP DRIVE (APRIL 2 -APRIL 8)

4 Announcements per hour

- Frequency: **4 per hour**
- Authenticity tip: Utilize announcements that resonate with you and engage your cohost in conversation around them.

Announcement No. 1

WSLR is algorithm- free radio

WSLR's volunteer programmers reflect the diverse musical tastes of our listeners.

At any given hour you will hear thoughtfully curated music, with a personal story or anecdote, or information about the musician's life and other creative output. It's about as far from commercial radio as you can get.

As Purple Mike, host of *Outta the Basement*, *On the Road* says, WSLR is "algorithm-free radio."

And every possible genre is represented.

Support the members of your community who are volunteering to bring you the best in jazz, blues, soul, hip-hop, indie rock, classic rock, electronic, reggae, world music, and more by becoming a member of WSLR and Fogartyville.

Call 941-894-6469 to become a member or donate at [wslr dot org](http://wslr.org)

Announcement No. 2

Public Affairs Programming

*Note: you can swap out the second sentence that lists the public affairs shows and focus on a particular program that is **a must-listen for you.***

*For example: "Focus ranges from news analysis to educational programs to perspective shows. **I never miss an episode of *The Healthy Living Hour*, which airs on alternating Tuesday mornings, and features informative, heartfelt discussion about a variety of health and wellness topics."***

WSLR has a proud tradition of airing locally-produced, informative, and at times provocative conversations with educators, activists, creatives, non-profit leaders, and lawmakers at 9 a.m. weekdays and throughout the weekend.

Focus ranges from news analysis – The Detail, Surreal News, and The Bradenton Times – to educational programs like Our Changing Environment, Peace & Justice Report, Healthy Living Hour, and The Progressive Page Turner, to perspective shows like The Ruthless Truth, Community Conversations, Trans-Sis-Her Radio, Voices Up! and ArtBeat.

During the brand new monthly program, “The Best of Us: Being Human in Sarasota,” host Bethany Ritz invites members of the community to share their stories of strength and resilience. The conversations that Bethany has with her guests are deeply personal and very inspiring.

That locally-focused content is complemented by nationally-syndicated shows like the Thom Hartmann Program, Background Briefing, and Democracy Now!

And while some organizations and media outlets are backing down and going “radio silent,” we have an unwavering commitment to amplify the voices of our diverse community, and promote peace, sustainability, democracy, and economic and social justice.

If you value independent public affairs programming, become an Evergreen member today! You’ll get early notice of the hottest Fogartyville shows, a discount at the Fogartyville bar, and a special sticker to show your commitment to WSLR and Fogartyville’s sustainability. Evergreen members who commit at the Supporter level – with a donation of just \$10 a month – receive two complimentary tickets to a Fogartyville concert in addition to member priced tickets for up to four people per show!

Call 941-894-6469 to become a member or donate at wslr.org

Announcement No.

3

**WSLR+
Fogartyville a
haven for jazz
fans**

If you love **jazz**, WSLR+Fogartyville is your home.

On the radio, we bring you the full spectrum of jazz, with locally-produced shows that highlight everything from classic to contemporary, Latin to fusion, and everything in between. Tune in for Afro-Cuban Jazz Edition on Tuesdays, The Blue Groove on Wednesdays, Metropics, Louisiana Gumbo, and Discovery Road on Thursdays, Latin Explosion and Complex Waveforms on Fridays, Radio Reset on Saturdays, and Daddeo’s Collectors Corner on Sundays. And now, we’re expanding—introducing two new Friday programs at 2 p.m.: Just Fusion with Ma'Re (Marie) and The Joy of Jazz with Dr. Dean.

And Fogartyville, Sarasota’s favorite listening room, brings some of the finest jazz performers from across the U.S. and around the world, including Emilie-Claire Barlow, Diego Figueiredo, Donald Harrison Jr., Lauren Henderson, Omar Hakim, Halie Loren, Chuchito Valdes, Stephane Wrembel, and Rachel Z, as well as beloved local favorite, Synia Carroll.

If you want jazz to thrive in Sarasota, we need your support.

Call 941-894-6469 to become a member or donate at wslr.org

Because great jazz deserves a home—on the airwaves and on the stage.

Announcement No.

4

Educating

Every voice deserves to be heard. Every story deserves to be told. But without independent media, without real opportunities to learn, who will tell the stories of tomorrow?

future broadcasters & broadcast journalists

At WSLR+Fogartyville, we aren't just broadcasting—we're building the next generation of broadcasters and journalists.

Last April, we opened our doors to young minds with something to say during a one-day Radio Camp at Suncoast Remake Learning Days. Teens ages 11 to 18 stepped up to the mic, learned the fundamentals of broadcasting, and experienced firsthand what it means to share their voice with the community. From that camp, something incredible happened—*Femininomenon* was born. Now airing on alternating Saturdays, this show—hosted by high school students Becca and Cece—brings fresh perspectives and music to our airwaves, proving that when young voices are given a platform, they shine.

But this is just the beginning.

This year, we're expanding our efforts with three weeklong Radio Camps this summer—giving even more young people a space to learn, create, and discover the power of their own voices. On the WSLR News side, our paid internship program offers college and high school students an immersive experience in broadcast journalism. They don't just learn—they report, record, and edit the stories that impact working people right here in Sarasota.

This is how independent media grows. This is how we ensure the future of broadcasting belongs to the people—not corporations.

But we can't do it without you.

Help us train the next generation of community radio programmers and journalists. **Call 941-894-6469 to become a member or donate at wslr.org**

Because when we invest in young voices, our community grows stronger. And when they take the mic, we are louder than ever

Announcement No.

5

Fogartyville: Where Music Comes Alive with Unmatched Sound

Tip: after reading the announcement, chat with your cohost about a recent fantastic Fogartyville show you attended

Whether you've just discovered Fogartyville Community Media and Arts Center or are one of our beloved regulars, you know there's something truly special about this space.

More than just a venue, Fogartyville is Sarasota's favorite listening room, a place where music isn't just heard—it's felt. The high caliber of performers, the outstanding sound quality, and the cozy, art-filled atmosphere create an experience that stays with you long after the last note fades. And this year, we're making history—presenting more than 100 concerts, up from 71 last year!

Your sustaining Evergreen membership makes this possible. It empowers Fogartyville's director to book the best musical acts months in advance, ensures continual improvements to enhance your live music experience—like new exterior shades for our patio—and keeps ticket prices affordable, so more people can experience the magic.

Become an Evergreen member today and enjoy early notice of the hottest Fogartyville shows, discounts at the Fogartyville bar, and a special sticker to show your commitment. Supporters who give just \$10 a month also receive two complimentary tickets to a Fogartyville concert and member-priced tickets for up to four guests per show.

Call 941-894-6469 to become a member or donate at [wslr dot org](http://wslr.org)

**Announcement No.
6**

**Fogartyville:
Sarasota's
Home for
Community,
Culture, and
Connection**

Fogartyville Community Media and Arts Center, which is adjacent to WSLR, is Sarasota's favorite listening room.

But did you know that Fogartyville is also a community gathering space? It has hosted everything from FabArt's pride festival to an Acupuncturists Without Borders clinic to a photography exhibition curated by the Suncoast Black Arts Collaborative.

The series of Drink and Draw events, which launched in February, is an opportunity for the creative community to socialize and sketch with a costumed model!

Fogartyville is also the home of *Creative Nexus*, a series of gatherings to connect and celebrate artists from marginalized communities that experience inequality and discrimination.

And a number of nonprofit organizations who don't have their own gathering space rent out Fogartyville at a reduced rate.

Support this vital community asset by becoming an **Evergreen member** today.

Call 941-894-6469 to become a member or donate at [wslr dot org](http://wslr.org)

**Announcement No.
7**

**Amplifying
Local Artists:
A Stage for
Sarasota's
Creative
Community**

There's something special about hearing a song by a local artist on the radio or seeing a homegrown musician take the stage. It's more than entertainment—it's a celebration of the talent, stories, and voices that make our community unique.

At WSLR+Fogartyville, supporting local artists isn't an afterthought—it's at the heart of what we do.

Because we are powered by volunteers from within our own community, WSLR's programming naturally uplifts Sarasota's creative scene. Shows like **ArtBeat, Voices Up, INDIE-licious, Music With a Purpose, Friday Happy Hour, Community Conversations, and Lavender Blue Radio** bring local musicians, poets, and artists into the spotlight—giving them a place to share their work, be heard, and connect with listeners who care.

And at Fogartyville, where world-class touring acts grace the stage, local artists aren't just part of the audience—they're part of the show. Whether they're tapped as openers for traveling bands or showcased in the Sandbox Open Mic and Fogartyville Songwriter Series, local musicians find a space to grow, experiment, and develop their craft. These aren't just performances—they're stepping stones, helping artists find their voice and their audience.

And it's not just about music. Fogartyville's rotating exhibitions highlight the work of local visual artists, creating a space where Sarasota's rich artistic community can be seen, appreciated, and celebrated. With the launch of the monthly Drink and Draw series, we're deepening that connection—bringing artists together to create, collaborate, and build community.

Supporting WSLR+Fogartyville means supporting the artists and musicians who make Sarasota vibrant. It means ensuring that independent, local creativity has a home on the airwaves, on the walls, and on the stage.

Be part of a community that uplifts the creatives in your own backyard. **Call 941-894-6469 to become a member or donate at wslr dot org**

Because when we lift up local artists, we are stronger together. And when they share their gifts, we are louder than ever.

**Announcement No.
8 –**

**Local News
That Matters:
Independent
Reporting for
Sarasota**

In a time when news is too often shaped by a barrage of sensational national headlines and political spin, WSLR News exists for one reason: to serve you, the people of Sarasota.

We bring you the stories that matter—the ones that impact your daily life but might not make it onto the mainstream outlets. We cover local politics, grassroots activism, public schools, rising insurance rates, environmental concerns, and the fight for workers' rights. **Because the decisions made in city hall, in boardrooms, and in Tallahassee don't just happen in the abstract—they happen in your backyard, affecting your home, your family, your future.**

This isn't news from afar. This is news from within your community.

Led by Johannes Werner, WSLR News is built on the work of citizen reporters, student journalists, and passionate volunteers who believe that an informed community is a strong community. In February, we launched a partnership with Suncoast Searchlight to deepen our investigative reporting, bringing you data-driven, hard-hitting journalism that cuts through the noise. And just this year, seven new citizen reporters completed our Public Newsroom training, and they're already out in the field—asking tough questions, following the money, and uncovering the truth.

This is what independent, people-powered media looks like. And it exists because of you.

If you believe that Sarasota deserves news that is free, fearless, and accountable only to the people it serves, we need your support.

Support independent news for working people—powered by the people—by becoming a member of WSLR+Fogartyville today.

Call 941-894-6469 to join or donate at wslr.org.

Because when we stand together, we are stronger. When we raise our voices, we are louder than ever.

**Announcement No.
9**

During this membership drive, WSLR+Fogartyville is working to grow the number of monthly sustaining donors—a special group of supporters we call

What is Evergreen Membership?

Evergreen members.

Evergreen membership is a simple and impactful way to support independent media and live music in Sarasota. Instead of making a one-time donation, Evergreen members set up an automatic monthly contribution from their credit card or checking account. This consistent support ensures that WSLR+Fogartyville has the resources to plan ahead, weather unexpected challenges, and keep independent voices on the air.

Why Become an Evergreen Member?

Your monthly gift makes a big difference. It helps us:

- **Stay resilient during hurricanes and emergencies, ensuring we continue broadcasting vital information.**
- **Keep the lights on through the slower summer months, when one-time donations decrease.**
- **Uplift independent voices, ensuring community-driven news, music, and arts programming thrives.**

We know that most **Evergreen members** join because they believe in independent media and community-driven programming. But as a thank-you, members also receive:

- **First notice of the hottest Fogartyville shows**
- **A discount at the Fogartyville Bar**
- **A special sticker to show your commitment to WSLR+Fogartyville's sustainability**

And for those who commit at the **Supporter level—just \$10 a month—you'll receive:**

- **Two complimentary tickets to a Fogartyville concert**
- **Member-priced tickets for up to four guests per show**

Evergreen membership is an easy way to provide ongoing support, spread your giving throughout the year, and make a lasting impact on independent radio and arts in Sarasota.

Call 941-894-6469 today to become an Evergreen member, or sign up at wslr.org.

Independent media thrives because of you.

Announcement No. 10

Weathering the Storm: Strengthening WSLR+Fogartyville for the

When Hurricane Milton tore through our community, bringing destruction and uncertainty, WSLR+Fogartyville didn't back down. We knew our listeners were counting on us for real-time updates, safety information, and critical resources.

As the winds howled and the power flickered, our News Director, Johannes Werner, stayed at the station around the clock, working tirelessly to keep essential updates on the air. We provided coverage from local governments and law enforcement, reports from our on-the-ground citizen journalists, and vital resource information from community partners. Even when both internet

Future Climate Changes

links to our antenna were knocked out, we fought to restore our signal in just a matter of hours—because in moments of crisis, community radio isn't just important—it's essential.

WSLR itself sustained damage—our infrastructure took a hit, just like so many homes and businesses in our community. But thanks to your support, and the dedication of our volunteers, we've already made major improvements:

- Overhauled our IT system to strengthen our ability to stay on air.
- Rebuilt the fence next to Fogartyville.
- Replaced gutters to protect our space from future storms.

But we need to do more. We are making critical investments, including battery backups that will keep us broadcasting when the next storm comes.

That's why we need you. By becoming an Evergreen member, you ensure that WSLR+Fogartyville remains strong when disaster strikes. Just \$10 a month helps us prepare for the unexpected—so we can keep serving the community no matter what comes our way.

Evergreen members at the Supporter level (\$10/month) receive:

- Two complimentary tickets to a Fogartyville concert.
- Member-priced tickets for up to four people per show.
- A discount at the Fogartyville Bar and first notice of the hottest shows.
- A special sticker to show your commitment to independent media and community resilience.

Help us stay strong in the face of the unexpected. **Become an Evergreen member today by calling 941-894-6469 or donating at [wslr.org](https://www.wslr.org).**

Because when the storm hits, WSLR+Fogartyville will be here—stronger together, louder than ever.

Announcement No. 11

Bringing the Airwaves to You: Expanding Community Through Mobile Broadcasting

Have you ever encountered WSLR in the wild? Maybe you've stumbled upon our booth at the downtown Farmers Market, overheard a live broadcast from the Ringling Galleries ArtWalk or spoken with one of our reporters covering the stories that matter to you.

This is what true community radio looks like—showing up, listening, amplifying voices where they are.

In the last six months, we've expanded our remote broadcasting efforts, connecting with people in real-time, uncovering new talent, and learning firsthand what our community wants from their local, independent station. But to do this better, stronger, and more often, we need your help.

With your support, we can:

Invest in critical infrastructure and equipment—ensuring high-quality, reliable remote broadcasts that bring the power of independent media to the streets, the parks, the protests, and the celebrations.

Fund student radio internships—giving the next generation of journalists and media creators the hands-on skills they need to tell their own stories and amplify their communities.

Expand our community outreach—reaching new neighborhoods, new voices, and making WSLR truly accessible to all.

WSLR+Fogartyville isn't just about what happens inside the studio. It's about being out there, in the heart of our community, where stories unfold and voices rise.

Help us take community radio further. Call 941-894-6469 to make a donation or give at [wslr.org](https://www.wslr.org).

Together, we're stronger. Together, we're louder than ever.

**Announcement No.
12**

**A Local Oasis
for Progressive
Values: A Home
for Community
Action**

WSLR+Fogartyville is more than a radio station or an arts venue—it is a home for creative expression, community engagement, and independent voices. It is a space where the values of peace, sustainability, democracy, and justice are not just spoken about, but lived.

We amplify the voices of those who fight for democracy, who protect our environment, who promote peace, and who use their art to spark change. We provide a platform for people of color, for LGBTQ+ community members, for those whose perspectives are too often ignored. Here, every voice matters.

In a world where independent thought is threatened, we remain an oasis—a place where bold ideas, diverse perspectives, and fearless creativity can thrive. And we promise to continue providing programming that reflects the values that unite us.

But we cannot do it alone.

Your support ensures that WSLR+Fogartyville remains a beacon for free expression, a megaphone for justice, and a place where voices that need to be heard are amplified—stronger together, louder than ever.

Help us continue to be the voice of our community. Call 941-894-6469 to become a member or donate now at [wslr.org](https://www.wslr.org).

Because when we stand together, we cannot be silenced.

**Announcement No.
13**

**Independent
Voices,
Independent
Media: Why
Your Support
Matters**

In a time when too many voices are drowned out—when media outlets cave to corporate pressure and cultural spaces are forced to compromise—WSLR+Fogartyville stands unwavering. We are here for the community, for the truth, for the music and voices that deserve to be heard.

We don't answer to politicians or corporations. We answer to you. We believe that there is strength in diversity, that independent media must remain fearless, and that art and culture should challenge, uplift, and inspire. We give a platform to the voices of dissent, to the stories that hold power accountable, to the music and ideas that mainstream outlets ignore.

But standing for something comes with risks. Independence is not guaranteed. Resistance comes at a cost.

That's why we need you—now more than ever. By becoming an Evergreen member, your monthly support fortifies this space, ensuring we remain free

from corporate and political influence. Your voice joins ours, making us stronger together—and louder than ever.

If you believe in independent media, in a space that serves the people, in a station that will not be silenced, stand with us today.

Call 941-894-6469 today to become an Evergreen member, or sign up at wslr.org.

~~Together we are stronger. Together we are louder. And together we~~

**Announcement No.
14 Powered by
Passion:
Volunteers
Keep WSLR
+Fogartyville
Alive**

Behind every voice on the air, every warm greeting at a Fogartyville show, and every story that holds power to account, there's a volunteer—someone who believes in the power of independent media and community connection.

WSLR+Fogartyville is more than a radio station or an arts venue—it's a movement powered by people like you. Volunteers table at the farmers market, assist at concerts, report from school board meetings, record public service announcements, paint, rewire, and beautify our space, and, of course, bring you the eclectic, diverse programming that makes WSLR so special.

Right now, volunteers are in our office, answering calls, taking donations, and ensuring that this station—your station—keeps thriving. They give their time and energy because they believe in the impact of community radio. If you believe in it too, give them a call at **941-894-6469** to make your pledge during the Spring Membership Drive!

And if you've ever wanted to be part of something bigger—to lend your voice, your hands, or your passion—we invite you to join us. Fill out a volunteer interest form under the Support tab at wslr.org, and become part of the team that keeps community radio alive.

This isn't just a station. This is your station. And it runs on the heart and soul of volunteers like you.

**Announcement No.
15
Amplifying
Community
Voices: How
WSLR+
Fogartyville
Supports
Local
Nonprofits**

At WSLR+Fogartyville, we believe that strong communities are built by those who show up, take action, and work every day to make a difference. That's why, together, we stand as a backbone of support for the nonprofits that uplift, protect, and empower our neighbors.

Through our Public Service Announcement program, we connect their missions with a wider audience, ensuring their work reaches those who need it most. We provide affordable space at Fogartyville, giving organizations without a dedicated venue a home to gather, plan, and inspire action. Our *Critical Times* newspaper and *WSLR News* Program spotlight the important work happening on the ground, and through our local news programming, we amplify their efforts with in-depth coverage and interviews, giving nonprofit leaders a platform to share their stories, challenges, and inspire through their missions.

At WSLR+Fogartyville, we don't just report on the good happening in our community—we help make it possible. But we can't do this without you. Your support fuels this vital work, keeping independent media strong and ensuring local organizations have the resources they need to thrive.

Join us in strengthening the heart of our community. Make a contribution today and be part of the movement that makes a difference.

Announcement No 16

Leave a Legacy: Keep the Beat Going—Stronger Together, Louder Than Ever

For two decades, WSLR+Fogartyville has been more than a radio station or an arts venue—it has been a movement. A home for independent voices. A stage for bold ideas. A heartbeat for a community that believes in justice, creativity, and connection.

Many of you have been with us from the very beginning—building this space, shaping its impact, and ensuring that independent media and grassroots arts thrive in Sarasota. Your dedication has carried us through challenges, lifted up new voices, and kept this station on the air.

But the story of WSLR+Fogartyville isn't just about the past—it's about the future. Whether you've been part of this community for years or you're just discovering the power of independent media, you have the opportunity to leave a lasting impact.

By including WSLR+Fogartyville in your estate plans, you ensure that the work we do today continues for generations to come. A bequest is more than a donation—it's a commitment to sustaining a space for independent voices, diverse perspectives, and meaningful connection.

Just last Saturday, we gathered for the 2025 Rooted in Community Celebration to build the Beat Goes On Founders Fund—a fund dedicated to keeping this mission alive. But you can still be part of this lasting impact.

Stronger together, louder than ever—that's what we are. And with your support, we will be for years to come.

If you believe in what we do—if this place has been part of your journey, or if you want to be part of shaping its future—consider leaving a legacy gift to WSLR+Fogartyville.

For more information, call 941-894-6469 or reach out to our General Manager, Jesse Coleman, at jesse@wslr.org.

Because the beat must go on. And with your support, it will.

Announcement No.17

The Soundtrack of Our Community - Stronger Together, Louder Than Ever

Bob Marley, one of the most influential musicians of all time, believed that music had the power to uplift, to heal, and to bring people together. As he said, "One good thing about music, when it hits you, you feel no pain."

At WSLR+Fogartyville, we live by that truth. We know that music does more than entertain—it connects us, speaks for us when words aren't enough, and brings together people from all walks of life. That's why we're committed to playing the music you won't hear on corporate radio—the deep roots of blues and folk, the pulse of hip-hop and punk, the rich traditions of world music, the improvisations of jazz, and the experimental sounds that push boundaries.

Every day, real people—not algorithms—curate our shows, sharing music with passion, knowledge, and love. Our programmers bring you the rhythms and voices that tell the real stories of our time.

But independent music needs independent media to survive. Without stations like WSLR, these sounds—these traditions, these voices—risk being drowned out by commercial radio's sameness. Your support keeps diverse music alive. Your membership keeps our airwaves free.

If music has ever lifted you up, transported you, or helped you feel understood—help us keep the music playing.

Donate today at wslr.org or call 941-894-6469 to become a member.

Because when we come together, our music is stronger. And when we stand together, our voices are louder than ever!

STRONGER TOGETHER, LOUDER THAN EVER!

YOUR TARGET LIST

Please List 10 people that you will reach out to prior to the Spring Membership Drive

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.